

*AMENDMENTS TO THE CLAIMS*

This listing of claims replaces all prior versions, and listings, of claims in the application.

1. (Currently amended) A display device assembly comprising:

a flexible display ~~device~~ being rollable around an axis, between a rolled-up and an unrolled state, the flexible display having a front side and a back side,

distance elements provided on one of the sides being provided with distance means of the flexible display for preventing a direct contact between the front side and the back side of the flexible display, the distance elements means comprising bars positioned to extend substantially parallel to the axis, and

a continuous layer of flexible material positioned between the bars and the back side of the flexible display, and wherein the continuous layer of flexible material is integrated with the flexible display to create hinges between adjacent ones of the bars such that, in the unrolled state of the flexible display, abutting sides of adjacent ones of the bars provide a stiffened support structure for the flexible display.

2-5. (Canceled).

6. (Currently amended) A ~~flexible~~ display device assembly according to claim 5~~1~~, wherein the bars are provided to the display in the form of a piece of material having grooves that are oriented substantially parallel to the axis and that ~~provide the hinge function~~ facilitate formation of the hinges between adjacent ones of the bars.

7. (Currently amended) A ~~flexible~~ display device assembly according to claim 1, wherein outer portions of the bars comprise spacers for creating a housing for the flexible display device in the rolled-up state.

8. (Currently amended) A ~~flexible~~ display device assembly according to claim 7, wherein the spacers are formed by spacer blocks that are positioned on a back side of the bars.

9. (Currently amended) A ~~flexible~~ display device assembly according to claim 8, wherein each spacer block has a display side that is provided with a notch for receiving the flexible display device.

10. (Canceled)

11. (Currently amended) A ~~flexible~~ display assembly according to claim 22, wherein the display device assembly further comprises guiding means for guiding the protection foil when the assembly is being rolled into the unrolled state, such that the front side of the display is not covered by the protection foil.

12. (Currently amended) A ~~flexible~~ display assembly according to claim 11, wherein the protection foil is connected to the back side of the flexible display.

13-18. (Canceled).

19. (Currently amended) A ~~flexible~~ display device assembly according to claim 1, wherein the material of the bars is flexible.

20. (Currently amended) A ~~flexible~~ display device assembly comprising:

a flexible display ~~device~~ being rollable around at least one axis between a rolled-up and an unrolled state, the flexible display having a front side and a back side,

one of the sides of the flexible display being provided with bars, which are positioned extending substantially parallel to the axis, the material of the bars being flexible, the bars being shaped along adjacent sides such that, in the unrolled state of the flexible display, abutting sides of adjacent ones of the bars provide a stiffened support structure for the flexible display.

21. (Currently amended) A ~~flexible~~ display device assembly according to claim 20, wherein ~~the~~ a contact between the bars and the display is limited to a center line on each bar.

22. (Currently amended) A display device assembly comprising:

a flexible display ~~device~~ being rollable around at least one axis between a rolled-up and an unrolled state, the flexible display having a front side and a back side,

one of the sides of the flexible display being provided with distance ~~means~~elements for preventing a direct contact between the front side and the back side of the flexible display, and wherein the distance ~~means~~elements ~~comprises~~comprise a protection foil with a surface having a soft surface that touches the front side of the flexible display ~~surface~~ in the rolled-up state.

23. (Currently amended) A ~~flexible~~-display assembly according to claim 22 wherein the protection foil is connected to the back side of the display.